

Update on Technology Ascertainment Survey
Austin Community Technology & Telecommunications Commission
February 9, 2011

Technology survey

- Developed in collaboration with the UT Dept. of Radio Television and Film.
- Questionnaire sent to 15,000 Austin addresses, randomly selected by a survey sampling company (US Data Corporation).
- Included optional coupon to register for a drawing for a netbook computer.
- 1706 questionnaires returned, i.e., 11%. Better than the 10% hoped for.

Preliminary tabulation (~1500 entered):

- White: 81%
- African-American: 6%
- Latino/Hispanic: 8.2%
- Asian/Asian-American: 2.5%

Time line:

- Nov 22: Survey packet mailed.
- Dec 6: Returned surveys begin being processed (data entry)
- Jan 20: Last day for returned surveys eligible for drawing
- Jan 21: Drawing. Winner: Jenn Bennett, federal government employee.
- Feb 11: Data entry complete
- Feb-March: Data analysis (UT)
- Late March: Final report expected (UT)

A note on percentages:

- Percentages are close enough to actuals for statistical weighting to provide representative demographic results.
- UT will want to work with City demographer on this – process is fairly complicated.